



Clean Bay Restaurant Certification Program

Facebook® Advertising Campaign (2012): Summary Report

Executive Summary

Background:

In order to help address water quality concerns at Santa Monica Bay beaches, the Clean Bay Restaurant Certification Program (CBRCP) has two main focuses: 1) educating the public about water quality issues (and the CBRCP) and 2) identifying and rewarding restaurants for going above and beyond legal runoff requirements. The main components of the program are inspections, certification, and promotion. Currently, the program is managed by the Santa Monica Bay Restoration Foundation and includes seven partner cities with over 450 certified restaurants. The program's main goals are preventing pollution, spreading education and outreach, promoting partnerships, and increasing program recognition and impact.

Objective:

The objective of the advertising campaign was to increase public recognition of the program and awareness of its goals as well as increase restaurant participation in the program through purchase and placement of periodic ads. The ads aimed to reinforce the visual recognizability of the program's certificate/branding, while also communicating the purpose of the program and appealing to local residents of the seven participating cities to support the program.

Process:

Placing periodic ads in traditional newspapers proved to be labor- and cost-prohibitive. In order to advertise in all participating cities, ads would be needed in three to four different local publications. Additionally, turnaround time is slower, color ads and electronic publications are more expensive, and there is no specific way to track campaign success. Conversely, Facebook ads are smaller and have a 90-character limit, but you can specifically dictate your target audience, designate a payment strategy, create multiple variations on your advertising theme, readily track progress and revise ads, analyze campaign statistics, and measure success. Due to its multiple benefits, Facebook was chosen as the advertising medium.

Set up:

Two Facebook campaigns were set up: one with three variations on a general theme using a certificate image and the other targeting specific cities with scenic images, including nine variations. Besides creating the visible ads (see pages 3-5), other parameters were chosen and adjusted to maximize the potential of achieving the advertising objectives and reaching the target audience. The desired audience was specified by either targeting each of the participating cities, by inputting city name, or targeting most of the Santa Monica Bay watershed, by selecting all Facebook users within a 25-mile radius of the city of Santa Monica. No restrictions were placed on age and gender of the target audience. (Note: Minimum age for Facebook users is 13 and there is no max.) The majority of the ads were also set up to target people who were not already connected to the program's page, and a few ads placed no restriction on this parameter.

Setting up different pricing schemes allowed for some of the ads to prioritize basic visibility and recognizability, while other ads prioritized interest and education in the program and its goals. To increase basic visibility (i.e. focus on obtaining “likes”), paying per impression was chosen, allowing people to see the ad and “like” the program via the ad without being forced to go to the program’s page (and leaving them to choose whether or not to also click on the ad itself to see the program’s page). On the other hand, to increase quality interactions with the program’s page (i.e. focus on sending people to the program’s page in order to learn more and leave them to choose to “like” the page or not), paying per click on the ad was also chosen. Funding was split between paying per click on the ad, in order to maximize action and education regarding program specifics (Campaign 1), and paying based on being seen, in order to also increase visibility/recognition (Campaign 2). The budget was originally split equally among the ads, but it was adjusted throughout the campaign, to provide higher performing ads (and faster performing ads, due to time constraints) more funding and vice versa. The lifetime budget was set at \$4,000 with a daily maximum budget set at \$250, and the campaigns were set to run continuously until the lifetime budget was reached.

Results:

For \$4,000, twelve variations on two advertising campaign themes were viewed on Facebook by almost half a million local residents for an average of 20 views during a span of approximately three weeks (see Appendix C). More than 1,730 new people “liked” the CBRCP Facebook page, and 88% of them live in the program’s participating cities. The total active program followers (i.e. “likes”) increased to almost 1,890 people (see pages 7-8), with hundreds of thousands more “reached” during the advertising campaigns (see page 9). Feedback during the campaign was positive and occurred daily, and interest in the program occurred in all of the targeted cities and for all age groups. The ads with local photos of the beach were substantially more effective in generating page “likes” (see page 6) than the ads that featured the program logo; although, the logo ads were set up to generate ad clicks and could be considered to have generated higher quality interest (i.e. educating the clickers about program specifics) in the program’s page (see page 3). The combination of campaign strategies met the advertising objectives of increasing program visibility while also specifically educating about the program’s goals (see pages 7-9). New interest (i.e. “likes”) in the CBRCP declined sharply towards the end of the campaign and returned to its previous, minimal rate once the campaign was complete. Visibility and interest in the program’s page activities remains higher than pre-advertising rates, but much lower than during-advertising rates.

Next Steps:

Regular interaction and upkeep of the program’s Facebook page is essential to maintain interest. Feedback continues to be positive, although only periodic and strictly linked to program posts. In order to both maintain interest and generate new interest in the CBRCP, a periodic advertising campaign would be needed, especially until the program and its logo are well-established.

Campaign 1: General Clean Bay Restaurant Certification Program (CBRCP) Ad

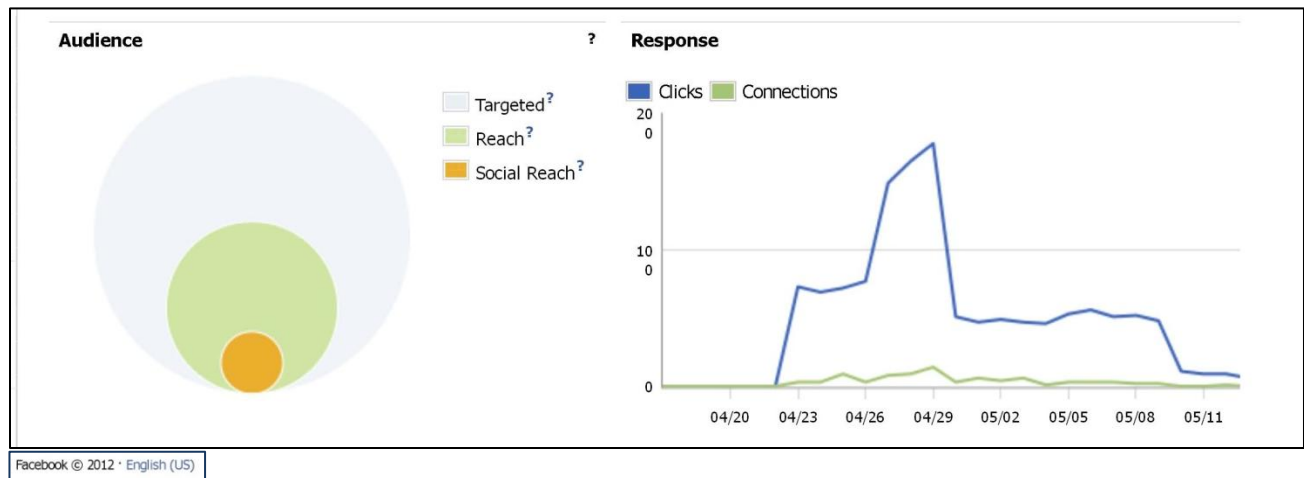
- **Campaign 1 Dates:** 4/23/12 – 5/13/12
- **Budget:** \$900; paid per click on ad; on average \$0.68 – \$0.73 per click
- **Target Audience:** 1,060,820 Facebook users; ages 13+; living within 25 miles of Santa Monica, CA (i.e. Santa Monica Bay watershed)
- **Content:** Same image; 3 variations on text
 - Image:



- Text:
 - Food for Thought: Prevent ocean pollution by eating at local, ocean-friendly restaurants!
 - Prevent ocean pollution! Join us & eat at local, ocean-friendly restaurants.
 - Ocean lovers & foodies: Prevent pollution by eating at local, certified restaurants!

Campaign 1 Results Overview:

Campaign 1	Ads	Impressions/ Reach	Social Impressions/ Reach	Clicks	Social Clicks	Spent	Connections
General	3 variations	4,657,159 / 163,756	151,888 / 7,768	1,318	28	\$900	83



- See **Appendix A** for detailed results per ad for Campaign 1
- See **Appendix C** for total results of both campaigns combined
- See **Appendix D** for a glossary of Facebook terms

Campaign 2: City-Specific CBRCP Ads

- **Campaign 2 Dates:** 4/27/12 – 5/13/12; all cities except Torrance (4/30/12 – 5/13/12)
- **Budget:** \$3,100; paid per impression; on average \$0.41 – \$0.49 per click
- **Target Audience:** # of Facebook users varies per city; ages 13+; living within targeted city
- **Content:** City-specific, beach images; city-specific variations on text

- Hermosa Beach:

- Images:

1.



2.



- Text: Do you love Hermosa Beach? Support restaurants that prevent ocean pollution. Join us!
- Target Audience: 12,000 Facebook users; ~ 62% of residents are Facebook users *

- Malibu:

- Image:



- Text: Do you love Malibu? Support restaurants that prevent ocean pollution. Join us!
- Target Audience: 17,640 Facebook users; ~ 135% of residents are Facebook users *
 - **Note:** Possible explanation: More computers/devices and/or Facebook accounts in use per person in Malibu.

- Manhattan Beach:

- Images:

1.



2.



- Text: Do you love Manhattan Beach? Support restaurants that prevent ocean pollution. Join us!
- Target Audience: 17,160 Facebook users; ~ 47% of residents are Facebook users *

- Rancho Palos Verdes:

- Image:



- Text: Love Rancho Palos Verdes? Support restaurants that prevent ocean pollution. Join us!
- Target Audience: 16,620 Facebook users; ~ 41% of residents are Facebook users *

* Based on U.S. Census population estimates (2012) and Facebook user totals per city (based on users' IP addresses)

- **Redondo Beach:**

- Image:



- Text: Do you love Redondo Beach? Support restaurants that prevent ocean pollution. Join us!
- Target Audience: 39,740 Facebook users; ~ 60% of residents are Facebook users *

- **Santa Monica:**

- Image:



- Text: Do you love Santa Monica? Support restaurants that prevent ocean pollution. Join us!
- Target Audience: 65,600 Facebook users; ~ 73% of residents are Facebook users *

- **Santa Monica Bay:**

- Image:



- Text: Do you love Santa Monica Bay? Support restaurants that prevent ocean pollution. Join us!
- Target Audience: 70,000+ Facebook users; in Santa Monica, CA area

- **Torrance:**

- Image:

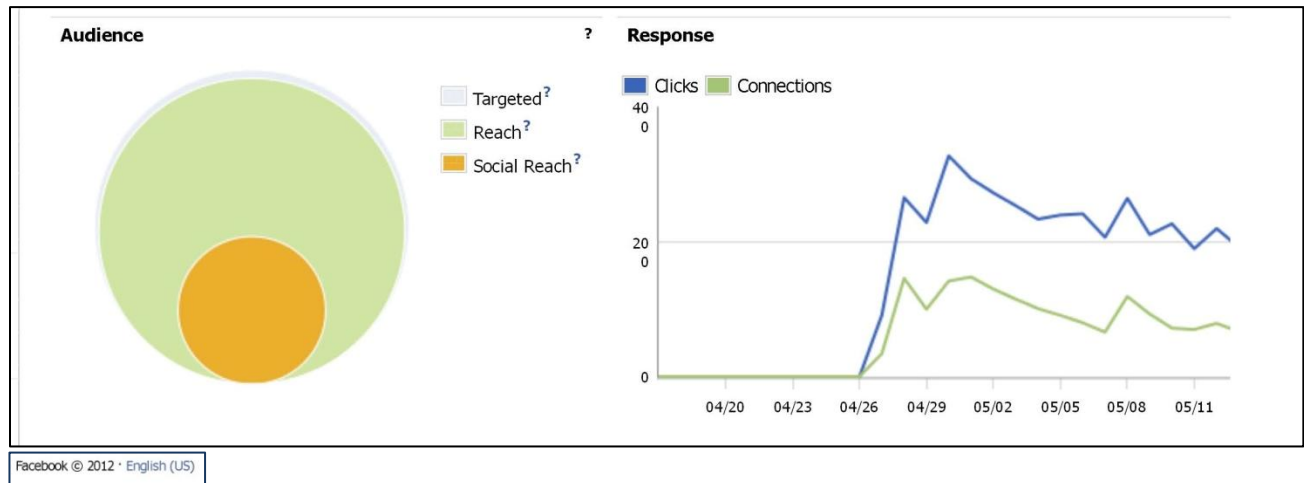


- Text: Do you love Torrance? Support restaurants that prevent ocean pollution. Join us!
- Target Audience: 80,540 Facebook users; ~ 55% of residents are Facebook users *

* Based on U.S. Census population estimates (2012) and Facebook user totals per city (based on users' IP addresses).

- Campaign 2 Results Overview:

Campaign 2	Ads	Impressions/ Reach	Social Impressions/ Reach	Clicks	Social Clicks	Spent	Connections
City-Specific	9 variations	6,690,721/ 236,220	1,169,902 / 26,544	3,963	550	\$3,100	1,653

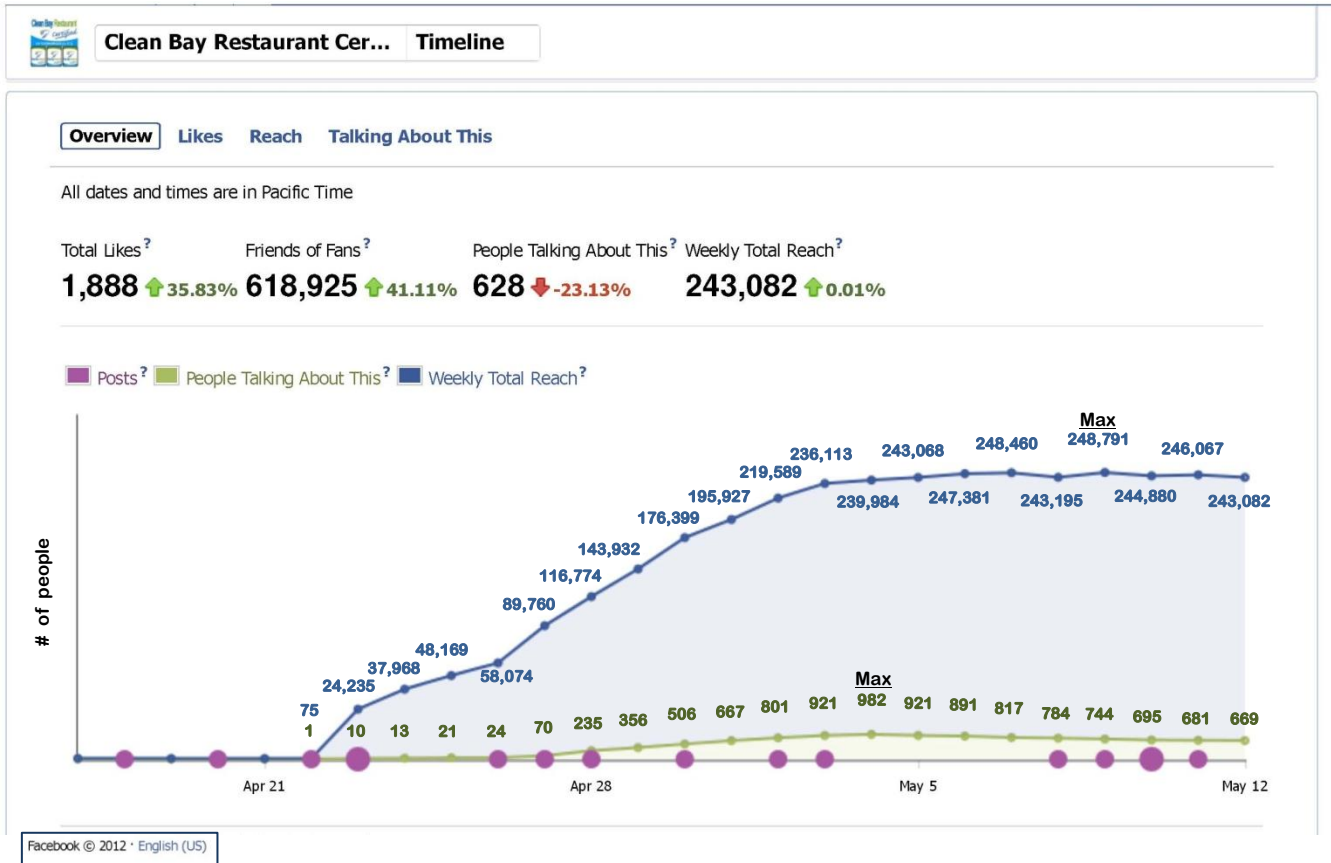


- See **Appendix B** for detailed results per ad for Campaign 2
- See **Appendix C** for total results of both campaigns combined
- See **Appendix D** for a glossary of Facebook terms

CBRCP Page Results:

Program page activities (approximately 4/23/12 – 5/15/12) during advertising campaign:

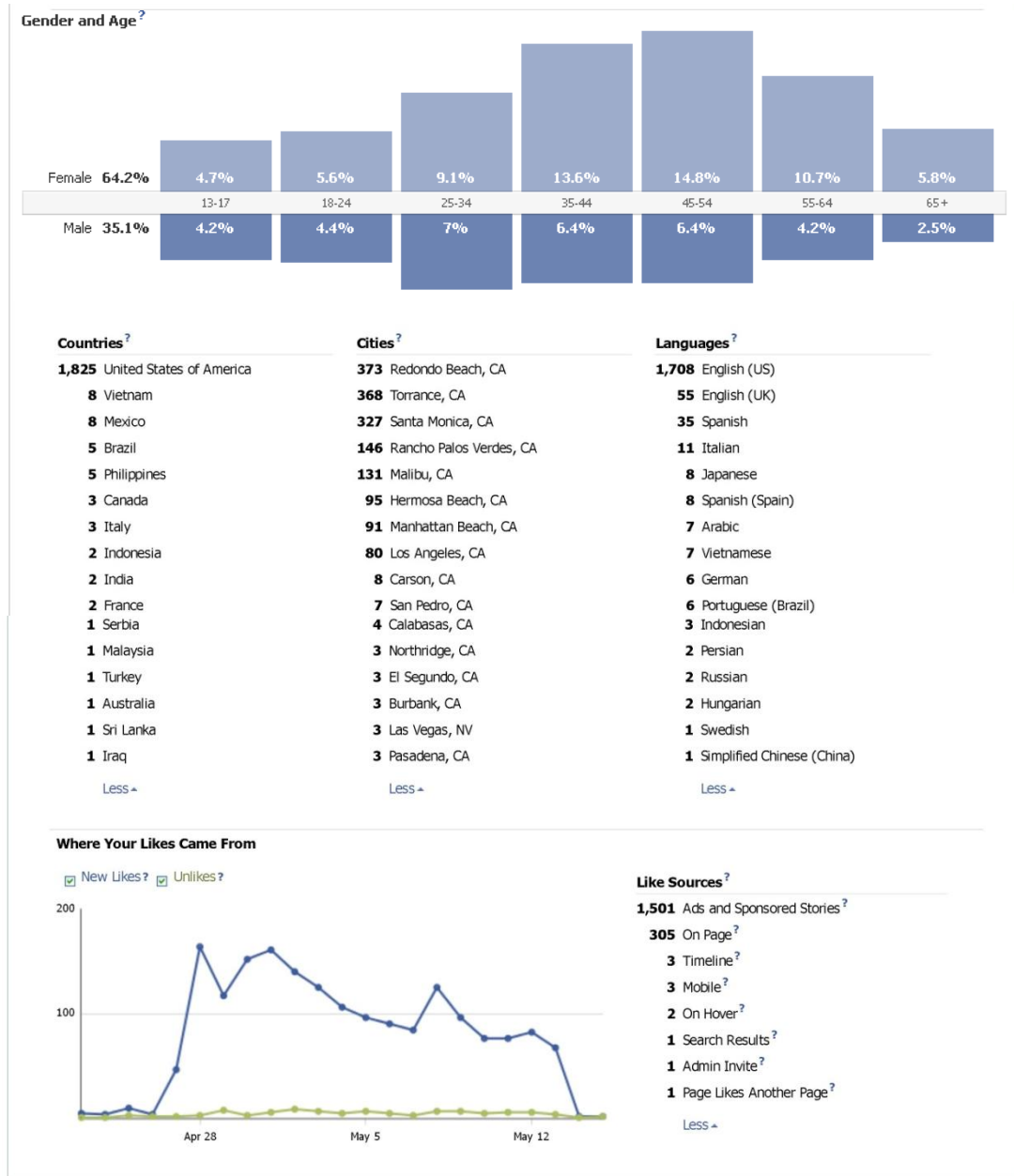
Page Activity Overview



CBRCP Page Results:

Program page activities (approximately 4/23/12 – 5/15/12) during advertising campaign:

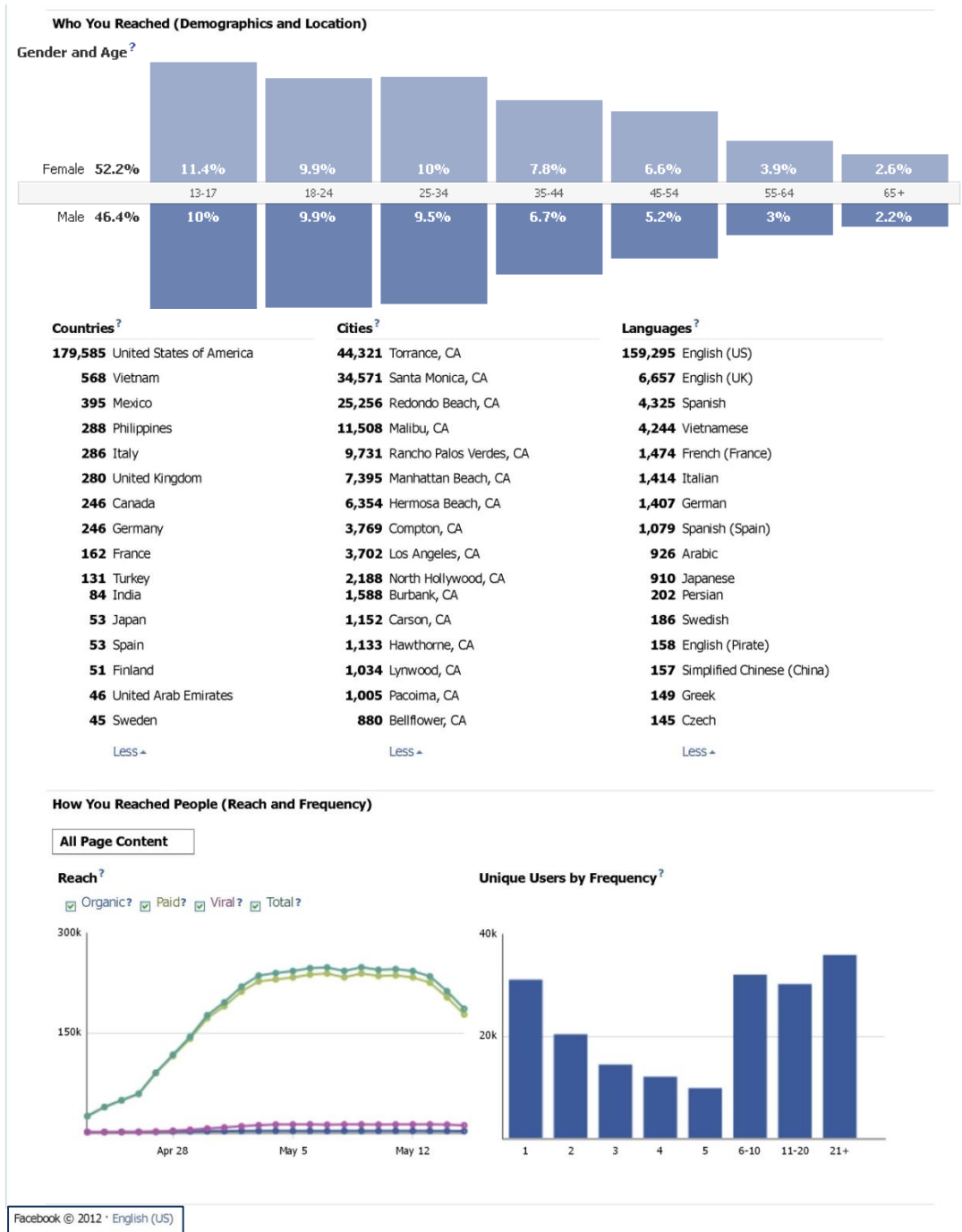
People Who "Like" the Page



CBRCP Page Results:

Program page activities (approximately 4/23/12 – 5/15/12) during advertising campaign:

Who Was "Reached"



Appendix B

Campaign 2

Data for 05/14/2012 is through 10:05 am Pacific time only.

View Advertising Report

Report Type
Advertising Performance

Summarize By
Ad

Redondo Beach
Rancho Palos Verdes
Hermosa Beach
Manhattan Beach
Santa Monica
Malibu
Santa Monica Bay
Torrance

Filter
My Ad
My Ad 1
My Ad 2
My Ad 3
My Ad 4
My Ad 5
My Ad 7
My Ad 8

Date Range
Lifetime

6,690,721 Impressions **3,963** Clicks **1,653** Connections **0.059%** CTR **\$3,100.00** Spent
\$0.46 CPM **\$0.78** CPC

Date Range ?	Campaign ?	Ad Name	Impressions ?	Social Impressions ?	% ?	Clicks ?	Social Clicks ?	CTR ?	Social CTR ?	CPC ?	CPM ?	Spent ?	Connections
Lifetime	City-Specific	My Ad	1,432,158	312,765	21.84%	923	147	0.064%	0.047%	Auto	Auto	670.37	389
Lifetime	City-Specific	My Ad 1	532,055	79,597	14.96%	509	40	0.096%	0.050%	Auto	Auto	236.01	165
Lifetime	City-Specific	My Ad 2	349,574	96,526	27.61%	185	40	0.053%	0.041%	Auto	Auto	143.95	99
Lifetime	City-Specific	My Ad 3	358,998	80,083	22.31%	226	37	0.063%	0.046%	Auto	Auto	166.46	98
Lifetime	City-Specific	My Ad 4	636,646	95,471	15.00%	305	48	0.048%	0.050%	Auto	Auto	310.64	142
Lifetime	City-Specific	My Ad 5	583,249	62,199	10.66%	342	40	0.059%	0.064%	Auto	Auto	261.06	146
Lifetime	City-Specific	My Ad 6 CANCELLED*	4,281	35	0.82%	2	0	0.047%	0.000%	Auto	Auto	2.82	0
Lifetime	City-Specific	My Ad 7	1,018,039	105,035	10.32%	518	42	0.051%	0.040%	Auto	Auto	468.18	224
Lifetime	City-Specific	My Ad 8	1,775,721	338,191	19.05%	953	156	0.054%	0.046%	Auto	Auto	840.51	390

***Note:** “Ad 6” was cancelled after one day; it was redundant in content to Campaign 1, but with different, and notably less effective, targeting parameters.

Appendix D

Glossary of Facebook Terms

Actions: All the people who take an action within 24 hours after viewing an ad or within 28 days after clicking it.

Click through rate (CTR): The click through rate for an ad is calculated as the number of clicks the ad received divided by the number of impressions (times the ad was shown on the site) in the given time period.

Clicks: The # of clicks your ad has received (including page likes directly from the ad).

Connections: The number of people who have liked your Page within 24 hours of viewing an ad or within 28 days after clicking on it. (This data will only appear for Facebook Ads for Pages, Events, or Applications.)

Cost per click (CPC): The average cost per click in your account's selected currency for the given row.

CPM: The average cost per thousand impressions for the given row.

Engaged users: The # of unique people who have clicked anywhere on your post.

Friends of fans: The # of unique people who are friends with your fans, including current fans.

Impressions: The total # of times your ads have been shown on the site.

New likes: The total # of unique people who have liked your page each day of a selected date range.

Organic reach: The # of unique people, fans, or non-fans, who saw a given post in their News Feed, Ticker, or on your page.

Paid reach: The # of unique people who saw a given post from a sponsored product, such as a page post ad or sponsored stories.

People talking about this: The # of unique people who have created a story about your page w/in last 7 days.

Social clicks: Clicks on ads that were shown with the names of the viewer's friends who liked your page.

Social impressions: Impressions that were shown with the names of the viewer's friends who liked your page.

Social reach: People who saw your campaign's ads with the names of their friends who liked your page.

Targeted: The approximate # of people your ad can reach based on the targeting you've selected.

Total likes: The # of unique people who like your page.

Total reach: The # of unique people who have seen any content associated w/ your page (including ads) w/in last 7 days.

Unlikes: The total # of unique people who have unliked your page each day of a selected date range.

Viral reach: The # of unique people who saw a given post from a story published by a friend (including liking, commenting, or sharing a given post).

Virality: The # of unique people who have created a story from your page post; as a % of the # of unique people who've seen it.